

RUSK PRAISES PRESS

Boston U Journalism Has 50th Birthday

By Ray Erwin

BOSTON Boston University on March 14 joined the small and select group of schools that have taught journalism education for a half century.

Secretary of State Dean Rusk, principal speaker at a Founders' Day and Golden Anniversary dinner at the new Sheraton Boston Hotel Monday evening, prefaced an important exposition of American policy and practice in Viet Nam with an unusually warm and sincere tribute to the press and its role in a democracy.

Power of Journalism

Mr. Rusk exhibited the patience and forbearance for which he has become famous and overlooked any pique he may feel from periodic predictions by the press that he is to be retired or fired. After congratulating the Boston University School of Public Communication, Mr. Rusk quietly observed:

"As a public official, I am unavoidably aware of the immensity, the range and variety, the power, and the insatiable curiosity of American journalism and journalists. I am aware of these every waking hour, and sometimes in my sleep. I am accustomed to reading, or hearing, many things that I already knew, many that I didn't know but prove to be true, and a few that were not and never become true—that remain 'exclusive' forever. Now and then I read, or hear, predictions or comments about myself—some critical, some favorable—with which I am not always able to concur.

"From time to time I have been invited to deliver a lecture on the press and its role in foreign affairs, but I have steadfastly refused to engage in that task. I prefer to take my crises one at a time. Perhaps, if you will invite me to your 75th anniversary, I might be willing to oblige.

"As a matter of fact, I know of no people better served by our media of information than are the American people. And I must confess my complete respect for the intelligence, the energy and the breadth and depth of information which mark the extraordinary press corps assembled in our National Capital. Among

the journalists I would place high in that company is your distinguished alumnus who introduced me tonight, John Scali. He has made his mark in both written and spoken journalism. And he has also served, on one notable occasion, as what might be called a 'covert Ambassador-Extraordinary'—in October 1962 during the Cuban missile crisis.

"We in government share with the media of information the broadest common interest in informing the public. I sometimes regret that the available space and time—and indeed the time of the reader or listener—do not permit as wide a coverage of important matters as some of them might deserve. I particularly have in mind the unsung 80 percent of our work which has to do with the quiet, persistent, constructive and deeply satisfying process of building a decent world order and a decent life for man.

Some Tension

"It is also true that there is an inevitable tension between officials and reporters about that tiny fraction of our business—some one or two percent—which is or ought to be secret, at least temporarily. I do not suggest that there should be a treaty between officials and reporters on this subject because the very tension itself is wholesome, over time, in the public interest. Without the inquiring reporter, some in government would be tempted to be quiet about matters that ought to be known. So I would expect the reporter to seek information and I would expect officials to keep their mouths shut about those matters on which they ought not to talk. Actually, secrets are not secret for very long—at least in the United States. And I can tell you quite honestly that I do not know of any secrets which could have a significant effect upon the judgments which citizens or commentators are able to make upon matters of policy or public interest."

Gov. John A. Volpe of Massachusetts, who earlier had declared March 14 Boston University Journalism Education Day in the state, presented Secretary of State Rusk with a Paul

Revere sterling silver bowl, after the 700 persons at the dinner had given Mr. Rusk a standing ovation at the end of the address. Mayor John F. Collins of Boston had cited March 14-21 as Boston University Journalism Education Week in Boston.

Citations Presented

Honored at the Golden Anniversary banquet were 10 national figures in journalism and communication arts.

Cited by BU President Harold C. Case as recipients of alumni awards for "Distinguished Achievement" were George H. Beebe, managing editor, *Miami (Fla.) Herald*; Sam Bornstein, managing editor, *Boston Sunday Advertiser*; Robert Baram, associate professor of journalism, BU School of Public Communication; John Day, vicepresident and director of news and public affairs, WHDH-tv and radio; John R. Herbert, editor, *Quincy (Mass.) Patriot-Ledger*; William L. Plante Jr., editor and general manager, *Newburyport (Mass.) Daily News* and assistant to the publisher, *Beverly (Mass.) Times*; Gail Kredenser Mack, editor, school supplements, *New York Herald Tribune*; Noah Gordon, novelist; Edward Hymoff, free-lance writer; Albert Hirschberg, free-lance sports writer and columnist, *Boston Traveler*.

Max R. Grossman, cultural affairs officer at the American Embassy in London, was named by Dean Gerhart Wiebe of the School of Public Communication as the first recipient of the Harry Bryant Central Alumni Award for distinguished professional achievement in the field of journalism.

Center Was Founder

Harry B. (Pop) Center (1877-1941) was the founder of journalism education at Boston University in the College of Business Administration in 1916. He also established the *Boston University News*, said to be the largest college weekly in America, now celebrating its 50th anniversary.

Mr. Grossman, a 1926 graduate in journalism from Boston University, headed the journalism department at the University 1939-47. He joined the United States Information Agency of the Department of State in 1951.